

Voodoo iOS Founding Engineer Test

Here is my naive approach after taking into consideration the requirements and the basic app.

Product vision

The app has to be a **social** app. Thought we must provide a way for users with the same **interests** to **connect** together and make every user's social network **grows**.

The app has to create value for Voodoo. Without any imagination I will opt for these solutions: **Advertising** and **Professional** account.

A user is launching this app to see pictures of interest and to **interact** with people all around the world. Some users are **creators**, others are spectators or **consumers**.

The **creator** wants to **grow** the **visibility** of his/her creation and is a good candidate for the **professional** account that would provide a way to enlarge his/her network.

The **consumer** is **enjoying** creations of creators of his/her network and is the **target** of **advertising**.

Advertising consists on **inserting** in the feed of the consumer some **pictures** that are:

- from **creators** that are paying to grow their network and make business (selling content their own way).
- Some **external brand** that are seeking for reaching the relevant potential consumers.

To be **effective**, an external brand or a creator with a professional account must be sure that his/her paid content is displayed to new **consumers** that **match** the **brand/creator interests**.

Technical requirements to achieve the product goals:

To **gather** people with the **same interests** in the same network we must **understand** through the user **behavior** his/her **interests**.

The solution is to associate each picture of the user feed with **tags**. The tags are primarily set by the creator of the picture, but can be enriched with the Voodoo back-end solutions (image analysis).

When a user **likes** a picture, or **spend** enough **time** in front of a specific picture/profile, or write **comment** in the chat section of a picture, we are going to say that **the tags of this picture are relevant for the user**. This way, for each user we can **agglomerate** tags of interests.

So each users has an array of tags of interests.

Tags of interests **solve**:

- how to provide new pictures that are relevant for the users. (Relevant feed)
- How to suggest new creators account (Relevant network growth)
- How to display relevant advertising. (Relevant advertising)

Core features for this product vision

Without further explanations the next features seem **compulsory** to **achieve** the product **visions**:

1 Infinite feed:

The use can scroll endlessly. The app must provide feeds that matches the interest of the user thanks to the tag solution.

Of Course feed should be organized:

- First picture must come from his/her network, and must be fresh. When the limit is reach the feeds are from creators and friends of friends.

- Advertising and paid creator pictures must appear with a decent frequency.
For instance my business rule will be: « every 20 pictures from the network of the user, one advertising will be displayed »

2 Friends suggestion:

A user will receive friends suggestions that are:

- friends of friends
- Creator with the matching interests

3 Professional account creation:

For a professional user that want to reach a wider target, we can provide a business account creation flow that will give this creator the opportunity to post a picture that will reach a wider audience.

3 Improved navigation:

A user can goes from a specific picture to the profile page of the picture creator, listing the creator content, and the creator network, and this provide a way for the user to navigate endlessly from picture to new users.

How my product is going to make \$1B ?

By analyzing the data and by optimizing its algorithms

- to match interests
- to display relevant creator or brand content

Voodoo will be able to prove to brands and creators that:

- 1 A lot of users are using the application and spend decent time on it
- 2 Users are redirected to the brand or creator own website
- 3 Those specific app redirections lead to a satisfying percentage of deals and sells.

Technical documentation

See the [readme.md](#)